

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 BIB-01 PRS-01 PA-02 INR-07 /024 W

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P R 181632Z MAR 75

FM AMEMBASSY OTTAWA

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC 5938

UNCLAS OTTAWA 1004

USIAC

SUBJECT: TELEVISION DIALOGUE

USIA FOR IWE, IMV (STEIN)

STATE FOR EUR/CAN

1. WITH OTTAWA AND WASHINGTON SEPARATED BY ONLY 600 LAND MILES AND WITH STRONG MODERN COMMUNICATIONS LINKS IN PLACE, POST

P

X TO CREATE A TELEVISION DIALOGUE BETWEEN TOP USF OFFICIALS IN WASHINGTON AND LEADING GOC FIGURES AND MEDIA REPRESENTATIVES IN OTTAWA.

2. USING IMV FACILITIES IN WASHINGTON AND CBC OR CTV FACILITIES IN OTTAWA WE PROPOSE TO BRING LEADING USG PERSONALITIES INTO HOUR LONG DISCUSSION WITH PANEL OF QUESTIONERS IN OTTAWA. OTTAWA PANELIST WOULD BE DRAWN FROM TOP MEDIA AND GOVERNMENT RANKS BACKED BY LIMITED (50-100) STUDIO AUDIENCE SPECIFICALLY INVITED FROM MEDIA, GOVERNMENT AND UNIVERSITY CIRCLES.

3. THERE WOULD BE A TWO-WAY VIDEO AND AUDIO HOOKUP WITH PARTICIPANTS IN BOTH CITIES HEARING AND SEEING EACH OTHER AT ALL TIMES, USING LARGE ELECTRONIC IMAGE SCREENS.

4. USG OFFICIALS SUCH AS VICE-PRESIDENT ROCKEFELLER, SECRETARY OF STATE KISSINGER, EPA OR FEA ADMINISTRATORS TRAIN, ZARB WHO MIGHT NOT BE ABLE TO SPEND FULL WORKING DAY IN OTTAWA, MIGHT CONCEIVABLY AGREE TO DEVOTE 90 MINUTES TOWARD HELPING KEY

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CANADIAN LEADERS BETTER UNDERSTAND US POSITIONS ON MYRIAD

SUBJECTS RANING FROM ENERGY SUPPLY AND RESOURCE ALLOCATION, TO
CLEAN AIR AND WATER STANDARDS, TO FISHING AND NAVIGATIONAL
PEROGATIVES.

5. IF PARTICIPANTS WERE EITHER THE VP OR THE SECSTATE AND KEY
STAFF AIDES, SUBJECTS COVERED WOULD BE OF MORE GENERAL POLICY
NATURE, THOUGH AIDES MIGHT TOUCH KEY US-CANADIAN PROBLEMS.

6. FORMAT WOULD ALLOW FOR FREE FLOW DISCUSSION BOTH WAYS,
SIMILAR IF YOU WILL TO THE GIVE AND TAKE ON THE "TODAY" SHOW
BETWEEN WASHINGTON AND NEW YORK.

7. THE TD WOULD BE RECORDED ON VIDEO TAPE AND AVAILABLE FOR
USE THROUGHOUT CANADA.

8. IN ADDITION, THE THREE CANADIAN TV NETS COULD PICK-UP
AND RETELECAST ALL OR ANY SEGMENT OF THE TD.

9. PRELIMINARY ESTIMATES INDICATE COST ONE HOUR COULD POSSIBLY
RUN TO \$3,500. IF AGENCY APPROVES CONCEPT, POST WILL
SUBMIT DETAILED COST BREAKDOWN.

10. POST HAS HAD INFORMAL TELCONS RE TECHNICAL FEASIBILITY
THIS PROJECT WITH STEIN OF IMV WHO ASSURES US BOTH EXISTING
TECHNOLOGY AND IMV FACILITIES CAPABLE PRODUCING SUPERIOR
PRODUCT. WITH APPROVAL FROM AREA, POST PLANS CONTINUE
EXAMINE WITH STEIN TECHNICAL AND OPERATIONAL QUESTIONS.

1. IN WORLD OF SOPHISTICATED MEDIA ABILITIES, TD REPRESENTS
LOGICAL PROGRESSION FROM THE OLD EDS. OTTAWA IS THE NATURAL
POST TO BEGIN EXPLORING THE FULL DIMENSIONS OF TELEVISION
DIALOGUES.

12. AMBASSADOR FULLY CONCURS.
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